

Message Text

UNCLASSIFIED

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14

ACTION NEA-10

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FM USINT BAGHDAD

TO SECSTATE WASHDC 3034

UNCLAS BAGHDAD 0459

E.O. 11652: N/A

TAGS: BTRA

SUBJ: TRAVEL OF U.S. INDUSTRIES VP STUART ROSSA

REF: (A) STATE 071675, (B) BAGHDAD 424

1. ROOSA AND J. MOGGRE, PRESIDENT, BIG DUTCHMAN, ARRIVED AND DEPARTED BAGHDAD AS SCHEDULED. ROOSA CONSIDERED VISIT TO BE EDUCATIONAL AND HE WAS ABLE TO ESTABLISH A FEW CONTACTS, PARTICULARLY IN AGRICULTURAL SECTOR OF GOI. PUBLIC RELATIONS ASPECTS OF VISIT WERE LIMITED, HOWEVER, AS GOI DECIDED NOT TO TREAT ROOSA AS OFFICIAL VISITOR AND OFFICIAL POLICY OF GOI IS STRONGLY OPPOSED TO LOCAL PUBLICITY FOR "IMPERIALIST" COMPANIES. SINCE ROOSA WAS TRAVELING AS EMPLOYEE OF U.S. INDUSTRIES, HE WAS TREATED AS ANY OTHER VISITING BUSINESSMAN. HE WAS NOT GIVEN APPOINTMENTS WITH SENIOR OFFICIALS AND CONSEQUENTLY MADE NO PRESENTATION OF FLAGS OR MEDALLION. HIS VISIT WAS NOT MENTIONED IN GOVT.-CONTROLLED IRAQI PRESS.

2. PRINCIPAL OFFICER HOSTED RECEPTION FOR ROOSA AND MOGGRE ON APRIL 1 WHERE THEY MET REPRESENTATIVES OF AMERICAN BUSINESS COMMUNITY IN BAGHDAD AND A FEW PRIVATE SECTOR IRAQIS.

3. ROOSA GAVE SLIDE LECTURE AND SHOWED MOVIE OF APOLLO 14 AT THE INTERNATIONAL SCHOOL AND AT A SMALL GATHERING OF GOI OFFICIALS AND THEIR FAMILIES HOSTED BY BIG DUTCHMAN REP IN BAGHDAD. HE ALSO VISITED SITES OF BIG DUTCHMAN PROJECTS IN IRAQ.

4. TO EXTENT THAT HE WAS PERMITTED TO MEET WITH IRAQIS, ROOSA MADE EXCELLENT IMPRESSION. UNFORTUNATELY, SITUATION IN IRAQ UNCLASSIFIED

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NOT YET RIPE FOR PROPER UTILIZATION OF ROOSA'S OBVIOUSLY

CONSIDERABLE PUBLIC RELATIONS POTENTIAL. HE HAS MADE GOOD
START, HOWEVER, IN ESTABLISHING WORKING LEVEL CONTACTS AND
PLANS TO RETURN TO IRAQ IN A FEW MONTHS TIME.
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